GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7653
ANSWERED ON:16.05.2002
EARNING OF REVENUE THROUGH ADVERTISEMENTS ON DD/AIR
JAIBHAN SINGH PAWAIYA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether AIR/DD are earning revenue through advertisements;

(b) if so, the revenue earned by both the organizations separately during 1998-99, 1999-2000, 2000-2001 and till date, State-wise;

(c) whether there is a possibility of decline in the revenue earning of both the organizations during the current year as compared to previous years; and

(d) if so, the details thereof and the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a)&(b) :Yes, Sir. Details of year wise and state wise revenue earned by Doordarshan and All India Radio are given in Annexures I and II respectively.

(c): As informed by Prasar Bharati, there is no likelihood of decline in revenue in the current year.

(d): Does not arise.

ANNEXURE-I referred in reply of parts (a) & (b) of Lok Sabha Unstarred Question No. 7653 for answer on 16.5.2002.

GROSS REVENUE EARNED BY DOORDARSHAN DURING THE YEARS 1998-99, 1999-2000, 2000-01 AND 2001-02.

(Rupees in crores)

Sl.No.	Name of the State	Station/Kendra/Channel	1998-99	99-2000	2000-01	2001-02
1.	National Capital	DD-I, DD-Metro, DD-World, DD-Sports, Delhi-Reg., DD-Bharti	291.34	462.94	526.31	493.76
2.	Gujarat	Ahmedabad	2.78	0.00	2.89	0.00
		Rajkot	3.80	0.00	4.08	0.01
3.	Karnataka	Bangalore	13.73	16.76	8.43	13.62
4.	Madhya Pradesh	Bhopal	1.81	1.48	1.70	2.47
5.	Orissa	Bhubneswar	2.01	1.83	2.73	3.19
6.	West Bengal	Kolkata	16.80	25.84	29.92	27.74
7	Assam	Guwahati	0.98	0.00	1.07	0.00
		Silchar	1.58	0.00	2.17	0.01
8.	Andhra Pradesh	Hyderabad	14.62	19.44	12.87	9.08

9. Rajasthan Jaipur 1.21 1.70 1.93 3.22
10. Punjab Jallandhar 5.02 4.30 4.73 7.04
11. Uttar Pradesh Lucknow 3.10 0.00 0.00 4.14
Gorakhpur 0.15 0.00 3.20 0.15
Varanasi 0.05 4.10 0.14 0.10
12. Maharastra Mumbai 14.25 0.00 14.76 0.00
Nagpur 14.34 0.01 18.19 0.01
13. Bihar Patna 1.20 0.00 0.86 0.00
Ranchi 1.84 0.00 2.20 0.04
14. Tamilnadu Chennai 14.7 18.52 7.2 7.51
15. Karela Trivandrum 15.31 20.17 16.24 14.81
16. Jammu & Kashmir Srinagar 0.46 0.00 0.31 0.02
Jammu 0.43 0.00 0.93 0.22
17. Goa Goa 0.00 0.01 0.03 0.07
18. Pondicherry Pondicherry 0.00 0.00 0.02 0.02
19. Chhattisgarh Raipur 0.00 0.00 0.00 0.15
20. Tripura Agartala 0.00 0.00 0.00 0.06
21. Andaman & Nicobar Port Blair 0.00 0.00 0.00 0.02
22. Arunachal Pradesh Itanagar 0.00 0.00 0.00 0.03
23. Mizoram Aizawl 0.00 0.00 0.00 0.08
24. Meghalya Shillong 0.00 0.00 0.00 0.00
Tura 0.00 0.00 0.01 0.01
25. Manipur Imphal 0.00 0.00 0.00 0.04
26. Nagaland Kohima 0.00 0.00 0.00 0.01
27. Himachal Pradesh Shimla 0.00 0.00 0.00 0.07

Total 399.32 597.19 637.51 615.21

Annexure-II referred in reply of parts (a) & (b) of Lok Sabha Unstarred Question No. 7653 for answer on 16.5.2002.

GROSS REVENUE EARNED BY AIR DURING THE YEARS 1998-99, 1999-2000, 2000-01 AND 2001-02

(Rupees in crores)

S.No Name of State Year
1998-99 99-2000 2000-01 2001-2002

1. Gujarat / Daman & Diu 2.17 2.60 0.95 0.60

2. Karnataka 3.85 2.69 1.61 2.15

3. Madhya Pradesh / Chhattisgarh 3.50 2.49 1.92 1.64

4. Punjab / Haryana / Himachal
Pradesh / Chandigarh 1.25 0.95 0.76 0.65

5. Tamilnadu / Pondicherry 8.22 8.11 4.95 5.73
6. Orissa 1.10 0.77 0.42 0.44

7 Delhi 11.68 13.84 10.72 16.61

8. Andhra Pradesh 5.63 5.98 1.97 1.69

9. Rajasthan 1.83 1.62 0.98 0.73
10. West Bengal / NER / Sikkim 5.25 5.13 3.71 3.73
11. Uttar Pradesh / Uttaranchal 4.24 5.20 3.17 2.94
12. Maharastra / Goa 11.36 10.45 7.36 7.38
13. Bihar / Jharkhand 2.39 1.95 1.64 1.15
14. Jammu & Kashmir 0.37 0.35 0.34 0.63
15. Karela / Lakshadweep 5.19 4.68 3.69 4.09
16. CSU / VBS 25.71 14.03 29.71 46.52

Total	93.74	80.84	73.90	96.68